



Station Buy Detail Salt Lake City, TV

Est ID: 11757

Client: Matheson for Congress 2012

Flight Dates: Monday, September 10, 2012 to Sunday, September 16, 2012

KSL-TV

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
KSL 5a News	EM	M-F	\$15.00	1	1	1	1	1			5
5:00 AM - 6:00 AM		30	\$75.00								
KSL 6a News	EM	M-F	\$325.00	1	2	1	1	1			6
6:00 AM - 7:00 AM		30	\$1,950.00								
Sold out at LUR per KSL. Move to L1 to clear.											
Today Show	EM	M-F	\$900.00			1					1
7:00 AM - 8:00 AM		30	\$900.00								
Sold out at LUR per KSL. Move to L1 to clear.											
Today Show	EM	M-F	\$525.00	1			1				2
8:00 AM - 9:00 AM		30	\$1,050.00								
Sold out at LUR per KSL. Move to L1 to clear.											
Today II	DT	M-F	\$100.00			1					1
9:00 AM - 10:00 AM		30	\$100.00								
Sunday 9a News	EM	Su	\$40.00							1	1
9:00 AM - 9:30 AM		30	\$40.00								
Rachael Ray	DT	M-F	\$60.00		1		1	1			3
10:00 AM - 11:00 AM		30	\$180.00								
KSL Noon News	DT	M-F	\$85.00	1		1					2
12:00 PM - 1:00 PM		30	\$170.00								
Katie Couric	EF	M-F	\$225.00	1	1	1	1	1			5
4:00 PM - 5:00 PM		30	\$1,125.00								
Sold out at LUR per KSL. Move to L1 to clear.											
KSL 5p News	EN	M-F	\$575.00	1	1	1	1	1			5
5:00 PM - 5:30 PM		30	\$2,875.00								
Sold out at LUR per KSL. Move to L1 to clear.											
Saturday 6p News	EN	Sa	\$100.00						1		1
6:00 PM - 6:30 PM		30	\$100.00								
KSL 6p News	EN	M-F	\$650.00	2	1	1	1	2			7
6:00 PM - 6:30 PM		30	\$4,550.00								
Sold out at LUR per KSL. Move to L1 to clear.											
KSL 6:30p News	EN		\$575.00	1	1	1	1				4
6:30 PM - 7:00 PM		30	\$2,300.00								
Sold out at LUR per KSL. Move to L1 to clear.											

KSL-TV

Media Strategies and Research

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Page 1 of 2



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				Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
KSL 10p News	LN	M-F	\$900.00	1	2	1	1	2			7
10:00 PM - 10:35 PM		30	\$6,300.00								
Saturday 10p News	LN	Sa	\$1,600.00						1		1
10:00 PM - 10:35 PM		30	\$1,600.00								
Sold out at LUR per KSL. Move to L1 to clear.											
Sunday 10p News	LN	Su	\$3,200.00							1	1
10:00 PM - 10:35 PM		30	\$3,200.00								
Sold out at LUR per KSL. Move to L1 to clear.											
Tonight Show	LF	M-F	\$100.00				1				1
10:35 PM - 11:37 PM		30	\$100.00								
Station Totals			\$26,615.00	10	10	10	10	9	2	2	53
Station Net			\$22,622.75								

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Page 2 of 2